

Maxwell Memorial Library

Strategic Plan 2015-2017

Approved June 15, 2015

MISSION STATEMENT

The Maxwell Memorial Library's mission is to nurture minds, empower individuals, and enrich our community.

VISION STATEMENT

The vision of the Maxwell Memorial Library Board of Trustees is to provide a library suitable in size, configuration, amenities, and staffing to properly and fully serve its total chartered population.

GOALS AND STRATEGIES

GOAL I. COMMUNITY: Establish and maintain an effective presence.

Strategy 1: Continually assess the community's needs.

Strategy 2: Collaborate with key local organizations in the town of Camillus

GOAL II. LIBRARY FACILITY: Have a facility that offers flexible use and can change to meet community needs.

Strategy 1: Define criteria for an appropriately sized facility, based on the 1999 Town of Camillus Library Study, the 2013 Library Consultant's Report, and current library literature and trends.

Strategy 2: Actively pursue the acquisition of property that would allow for the building of an appropriately sized library facility with room for future expansion plus adequate on-site parking.

Strategy 3: Examine the use and configuration of the current library in order to create a more flexible and inviting space.

Strategy 4: Conduct and energy audit to review maintenance and energy needs of the existing facility.

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GOAL III. MATERIALS & TECHNOLOGY: Develop a comprehensive plan for materials and technologies.

Strategy 1: Review and refine policies and procedures for selection, acquisition and collection management including weeding and disposal.

Strategy 2: Review and revise the technology plan annually.

GOAL IV. STAFF: Maintain a knowledgeable staff with diverse skills, experience, and abilities.

Strategy 1: Develop an overall plan for library staffing as library facility and services change and grow.

Strategy 2: Support ongoing staff training and education.

GOAL V: LIBRARY PROGRAMMING: Provide programs and services that meet the diverse needs of the community while furthering the mission of the Library.

Strategy 1: Develop new programs and strengthen existing programs based on continual assessment of community preferences and innovative ideas for new programs and approaches.

Strategy 2: Develop programs in partnership with community organizations such as schools, museums, other libraries, the business community, community organizations and service organizations.

Strategy 3: Develop a process for evaluating programs.

Strategy 4: Establish and maintain interaction with local governmental entities that may lead to identification of programming needs.

Strategy 5: Promote lifelong learning from birth through adulthood.

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Goal VI: LIBRARY FUNDING: Identify and establish sources for sustained Library funding.

Strategy 1: Develop a fund raising plan for operating and capital needs.

Strategy 2: Develop contact with organizations and businesses that may be willing partners in fundraising efforts.

Goal VII: OUTREACH and MARKETING: Create public awareness of the Library's resources, programs, services and willingness to accommodate community input.

Strategy 1: Assess the advertising and marketing needs of the library.

Strategy 2: Develop an advertising and marketing plan for the library in collaboration with the Onondaga County Public Library.

Strategy 3: Evaluate and enhance the online presence of the library, explore mobile apps opportunities and develop a plan to continually update the Library's website.

Strategy 4: Increase transparency by posting key library documents and proceedings on the website

Strategy 5: Expand services to youth

GOAL VIII. TRUSTEES, FRIENDS, STAFF & VOLUNTEERS: Promote understanding and collaboration among Trustees, Friends of the library, volunteers, director and staff to further the mission of the Library.

Strategy 1: Continue to foster an enhanced relationship with the Friends organization.

Strategy 2: Effectively use volunteers.

Strategy 3: Encourage Trustees to participate in available training opportunities and to visit and learn about other local libraries.